

ABSTRACT

5 This invention relates to a method of providing an
individualized hair care program to a customer in a retail
shopping environment. More specifically, the present
invention is directed to a method of providing an
individualized hair care program to a customer in a retail
shopping environment, which entails obtaining personal
information from the customer in the retail shopping
10 environment, using the information to create an
individualized hair care program for the customer, and
providing the individualized hair care program to the
customer in the retail shopping environment.

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